

ESTTA Tracking number: **ESTTA391332**Filing date: **02/02/2011**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**Notice of Opposition**

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Salt Life Holdings, LLC		
Entity	Limited Liability Company	Citizenship	Florida
Address	13051 Beach Boulevard Suite 300 Jacksonville, FL 32246 UNITED STATES		

Attorney information	Elizabeth G. Borland Smith, Gambrell & Russell, LLP 1230 Peachtree Street, N.E. Suite 3100, Promeande II Atlanta, GA 30309 UNITED STATES egborland@sgrlaw.com, mbedsole@sgrlaw.com Phone:404-815-3645
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Applicant Information

Application No	85105093	Publication date	02/01/2011
Opposition Filing Date	02/02/2011	Opposition Period Ends	03/03/2011
Applicant	Timothy J. Polovina, P.A. 6671 W. Indiantown Rd Bldg 50-405 Jupiter, FL 33458 UNITED STATES		

Goods/Services Affected by Opposition

Class 036. First Use: 2010/08/01 First Use In Commerce: 2010/08/01
All goods and services in the class are opposed, namely: Commercial and residential real estate agency services

Grounds for Opposition

False suggestion of a connection	Trademark Act section 2(a)
Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)


Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	2959429	Application Date	09/04/2003
Registration Date	06/07/2005	Foreign Priority Date	NONE
Word Mark	SALT LIFE		
Design Mark			

Description of Mark	NONE
Goods/Services	Class 025. First use: First Use: 2003/10/02 First Use In Commerce: 2003/10/02 Clothing and apparel, namely, caps, shirts, T-shirts, underwear, socks, pants, sweaters, jackets, shoes, sandals, bathing suits, Bermuda shorts, walking shorts, wet suits, swim trunks, caps with visors, visors, fleece pullovers, sweat shirts, surf wear, briefs, boxer briefs, panties, wind resistant jackets

U.S. Registration No.	3001343	Application Date	05/14/2004
Registration Date	09/27/2005	Foreign Priority Date	NONE

Word Mark	SALT LIFE
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 016. First use: First Use: 2003/10/02 First Use In Commerce: 2003/10/02 STICKERS
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U.S. Registration No.	3762960	Application Date	08/06/2009
Registration Date	03/23/2010	Foreign Priority Date	NONE


Word Mark	SALT LIFE
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Design Mark	
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Description of Mark	The mark consists of the words "SALT LIFE".
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Goods/Services	Class 016. First use: First Use: 2003/10/00 First Use In Commerce: 2003/10/00 Stickers Class 025. First use: First Use: 2003/10/00 First Use In Commerce: 2003/10/00 Caps; Shirts; Surf wear
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U.S. Registration No.	3763170	Application Date	08/19/2009
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Registration Date	03/23/2010	Foreign Priority Date	NONE
Word Mark	SALT LIFE		
Design Mark			
Description of Mark	The mark consists of the words "SALT LIFE".		
Goods/Services	Class 014. First use: First Use: 2008/00/00 First Use In Commerce: 2008/00/00 Jewelry		

U.S. Registration No.	3808444	Application Date	08/06/2009
Registration Date	06/22/2010	Foreign Priority Date	NONE
Word Mark	SALT LIFE		
Design Mark			
Description of Mark	The mark consists of the words "SALT LIFE".		
Goods/Services	Class 043. First use: First Use: 2010/01/04 First Use In Commerce: 2010/01/04 Restaurant and bar services		


U.S. Registration No.	3840755	Application Date	01/22/2010
Registration Date	08/31/2010	Foreign Priority Date	NONE
Word Mark	SALT LIFE FOOD SHACK		
Design Mark			
Description of Mark	The mark consists of the words "SALT LIFE" above the words "FOOD SHACK", with a breaking ocean wave just to the left of the "S" of "SALT".		


Goods/Services	Class 043. First use: First Use: 2010/01/04 First Use In Commerce: 2010/01/04 Bar and restaurant services
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U.S. Registration No.	3843123	Application Date	05/07/2009
Registration Date	08/31/2010	Foreign Priority Date	NONE
Word Mark	SALT LIFE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 014. First use: First Use: 2008/00/00 First Use In Commerce: 2008/00/00 Jewelry Class 043. First use: First Use: 2010/01/04 First Use In Commerce: 2010/01/04 Restaurant and bar services		


U.S. Application No.	85195561	Application Date	12/10/2010
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	SALT LIFE		
Design Mark			
Description of Mark	The mark consists of the stylized words Salt Life with the crest of a wave appearing below the words.		
Goods/Services	Class 025. First use: Men's, women's, children's, toddler's and infant's clothing; clothing and apparel, namely, caps, shirts, T-shirts, underwear, socks, pants, sweaters, jackets, shoes, sandals, flip flops, beach shoes, boots, bathing suits, Bermuda shorts, walking shorts, wet suits, swim trunks, caps with visors, visors, fleece pullovers, sweat shirts, surf wear, briefs, boxer briefs, panties, wind resistant jackets		


U.S. Application	85182590	Application Date	11/22/2010
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No.			
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	SALT LIFE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 028. First use: Children's, infant's and toddler's toys, games and playthings; Waterproof bags; Dive bags; Diving equipment bags; Fishing equipment bags; Insulated fish storage bags; Pole spears; Spear guns; Scuba fins; Dive fins; Swim fins		


U.S. Application No.	85182445	Application Date	11/22/2010
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	SALT LIFE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 024. First use: Banners and flags of textile; Bathroom, bedroom and kitchen linens and towels; Beach towels; Blankets; Cloth banners; Fabrics for textile use; Furnishing and upholstery fabrics; Sheets and pillowcases; Table linen, namely, table cloths, coasters, placemats and napkins; Tablecloths, not of paper; Towels		


U.S. Application No.	85182312	Application Date	11/22/2010
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	SALT LIFE		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 020. First use: Plastic license plates; Furniture; Beach Chairs; Picture Frames; Plastic Banners; Vinyl Banners; Sleeping bags

U.S. Application No.	85182209	Application Date	11/22/2010
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	SALT LIFE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 018. First use: Beach umbrellas; Dog apparel; Dog jewelry and accessories; Dog collars; Dog leashes; Duffel bags; Umbrellas; Handbags, purses and wallets; Luggage; Luggage tags		

U.S. Application No.	85182068	Application Date	11/22/2010
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	SALT LIFE		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 016. First use: Decals; Coin holders; Money clips; Paper banners; Paper napkins; Paper table cloths; Paper coasters; Posters; Calendars; Stationery; Magazines in the field of sports and outdoor life


U.S. Application No.	85182030	Application Date	11/22/2010
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	SALT LIFE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 012. First use: License plate frames; license plate holders; diving underwater vehicles; bicycle trailers; carts for use in transporting sports equipment; cup holders		


U.S. Application No.	85181902	Application Date	11/21/2010
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	SALT LIFE		

Design Mark	SALT LIFE
Description of Mark	NONE
Goods/Services	Class 009. First use: Sunglasses; eyewear; chains, cords and cases for sunglasses and eyeglasses; electronic navigational and positioning apparatus and instruments; diving instruments, namely, depth gauges and air gauges; fishing instruments, namely, depth finders, fish finders, electronic maps and sonar chart plotters; diving gloves; diving suits; diving shoes; diving booties

U.S. Application No.	85181901	Application Date	11/21/2010
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	SALT LIFE		
Design Mark	SALT LIFE		
Description of Mark	NONE		
Goods/Services	Class 006. First use: Metal dog tags; Metal license plates		

U.S. Application No.	85176912	Application Date	11/15/2010
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	SALT LIFE		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 014. First use: Jewelry Boxes; Jewelry Holders; Watches; Clocks; Coins; Cuff Links; Tie Bars; Tie Tacks; Tuxedo Studs; Key Rings; Key Holders

U.S. Application No.	77731891	Application Date	05/07/2009
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	SALT LIFE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 003. First use: Colognes, perfumes and cosmetics; Soaps for personal use; Sun tan lotion Class 016. First use: Photograph albums Class 018. First use: All-purpose carrying bags; Backpacks; Beach bags Class 021. First use: Cups and mugs; Drinking glasses Class 026. First use: Buttons; Embroidery for garments Class 028. First use: Action skill games; Bags especially designed for surfboards; Body boards; Fishing lures; Fishing reels; Fishing rods; Fishing tackle boxes; Skim boards; Sportsman's fishing bags; Surfboard leashes; Surfboards Class 032. First use: Energy drinks; Fruit drinks and juices		

	<p>Class 041. First use:</p> <p>Entertainment in the nature of roller skating competitions; Entertainment in the nature of fishing, surfing and skating tournaments; Organization of sport fishing competitions; Production of DVDs, videotapes and television programs featuring beach activities</p>
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Attachments	<p>78419054#TMSN.jpeg (1 page)(bytes)</p> <p>77798829#TMSN.jpeg (1 page)(bytes)</p> <p>77808006#TMSN.jpeg (1 page)(bytes)</p> <p>77798851#TMSN.jpeg (1 page)(bytes)</p> <p>77918070#TMSN.jpeg (1 page)(bytes)</p> <p>77979795#TMSN.jpeg (1 page)(bytes)</p> <p>Salt Life Opposition.pdf (8 pages)(271241 bytes)</p> <p>Opposition - Exhibit A.pdf (42 pages)(1551362 bytes)</p> <p>Opposition - Exhibit B Part - I.pdf (9 pages)(325513 bytes)</p> <p>Opposition - Exhibit B Part - II.pdf (11 pages)(540376 bytes)</p> <p>Opposition - Exhibit C.pdf (23 pages)(903178 bytes)</p> <p>Opposition - Exhibit D.pdf (7 pages)(190667 bytes)</p> <p>85195561#TMSN.jpeg (1 page)(bytes)</p> <p>85182590#TMSN.jpeg (1 page)(bytes)</p> <p>85182445#TMSN.jpeg (1 page)(bytes)</p> <p>85182312#TMSN.jpeg (1 page)(bytes)</p> <p>85182209#TMSN.jpeg (1 page)(bytes)</p> <p>85182068#TMSN.jpeg (1 page)(bytes)</p> <p>85182030#TMSN.jpeg (1 page)(bytes)</p> <p>85181902#TMSN.jpeg (1 page)(bytes)</p> <p>85181901#TMSN.jpeg (1 page)(bytes)</p> <p>85176912#TMSN.jpeg (1 page)(bytes)</p> <p>77731891#TMSN.jpeg (1 page)(bytes)</p>
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Elizabeth G. Borland/
Name	Elizabeth G. Borland
Date	02/02/2011

SERVICE MARK

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the Matter of Application Serial No. 85/105,093
Published: February 1, 2011

Salt Life Holdings, LLC,)	
)	
Opposer,)	
)	
v.)	Opposition No. _____
)	
Timothy J. Polovina, P.A.,)	
)	
Applicant.)	

Commissioner for Trademarks
Box TTAB FEE
P.O. Box 1451
Alexandria, Virginia 22313-1451

Madam:

NOTICE OF OPPOSITION

Opposer Salt Life Holdings, LLC ("Opposer") is a corporation organized and existing under the laws of the State of Florida, with a principal place of business at 13051 Beach Boulevard, Suite 300, Jacksonville, Florida 32246. Opposer believes that it will be damaged by registration of the mark SALT LIFE REALTY, which is the subject matter of Application Serial

No. 85/105,093 filed by Applicant Timothy J. Polovina, P.A. ("Applicant"), 6671 W. Indiantown Rd. Bldg 5-405, Jupiter, Florida 33458, and hereby opposes the same.

The grounds for opposition are as follows.

1. Opposer is the owner of the mark SALT LIFE for a wide variety of consumer goods, including, but not limited to stickers, caps, shirts, T-shirts, underwear, socks, pants, sweaters, jackets, shoes, sandals, bathing suits, Bermuda shorts, walking shorts, wet suits, swim trunks, hats, visors, fleece pullovers, sweat shirts, surf wear, briefs, boxer briefs, panties, wind resistant jackets, belts, key chains, wallets, coasters, sunglass straps, koozies, license plates, backpacks, and jewelry (the "SALT LIFE Products").

2. Opposer is also the owner of a distinctive design form of its SALT LIFE mark shown below:



and uses its SALT LIFE (stylized) mark for all of the SALT LIFE Products.

3. Opposer is also the owner of the marks SALT LIFE and SALT LIFE FOOD SHACK & Design for bar and restaurant services (the "SALT LIFE Services").

4. Opposer is the owner of several registrations of its SALT LIFE, SALT LIFE (stylized) and SALT LIFE FOOD SHACK & Design marks (collectively, the "SALT LIFE Marks"), including U.S. Registration Nos. 2,959,429; 3,001,343; 3,762,960; 3,763,170; 3,808,444; 3,840,755; and 3,843,123 (the "Salt Life Registrations") maintained on the Principal Register of the U.S. Patent and Trademark Office.

5. Current printouts of information from the electronic database records of the United States Patent and Trademark Office showing the current status and title of the Salt Life Registrations are attached as Exhibit A and are made part of the record.

6. The Salt Life Registrations are valid, and Opposer's use of the marks that are the subject matters of the Salt Life Registrations has been continuous, and such marks have not been abandoned.

7. Since at least as early as 2003, Opposer has continuously used its SALT LIFE and SALT LIFE (stylized) marks for stickers and apparel. True and correct copies of promotional materials showing Opposer's Salt Life's use of its SALT LIFE and SALT LIFE (stylized) marks for stickers and apparel are attached as Exhibit B. The rights supported by such use of the SALT LIFE and SALT LIFE (stylized) marks and the goodwill associated therewith inure to the benefit of Opposer.

8. Since 2003, Opposer has substantially expanded its use of the SALT LIFE Marks to include all of the Salt Life Products and the Salt Life Services. In addition, Opposer is continuing its efforts to expand its use of the SALT LIFE Marks to include numerous other types of goods, including, but not limited to, cosmetics, beach bags, glassware, fishing equipment, surfing equipment, scuba equipment, snorkel equipment, fruit drinks, blankets and towels, furniture, upholstery fabrics, sheets and pillowcases, table linens, toys, games, picture frames, sleeping bags, beach chairs and umbrellas, dog accessories, calendars and stationery, bicycle trailers, cosmetics and soaps, cups and mugs, handbags, and luggage (the "Salt Life Expansion Products").

9. Opposer is the owner of U.S. Application Serial Nos. 85/195,561; 85/182,590; 85/182,445; 85/182,312; 85/182,209; 85/182,068; 85/182,030; 85/181,902; 85/181,901; 85/176,912; and 77/731,891 (the "Salt Life Applications") for its SALT LIFE Marks. True and correct copies of the Salt Life Applications are attached as Exhibit C. The Salt Life Applications show Salt Life's intention to expand its use of the SALT LIFE marks to the Salt Life Expansion Products.

10. Since 2007, Opposer has spent approximately three hundred thousand dollars (\$300,000.00) to advertise and promote throughout the United States the Salt Life Products and Services under the SALT LIFE Marks. As a result of such advertising and promotion of the Salt Life Products and Services under the SALT LIFE Marks, and as evidenced by the Salt Life Registrations, the SALT LIFE Marks have become well known and widely accepted and respected by the consuming public and in the trade. As a further result of such advertising, and as evidenced by the Salt Life Registrations, the SALT LIFE Marks have become distinctive, identifying products and services emanating only from Opposer, and symbolize extremely valuable goodwill, all as evidenced by sales of the Salt Life Products and Services under the Salt Life Marks throughout the United States of approximately twelve million dollars (\$12,000,000.00) since 2007.

11. As a result of Opposer's promotional efforts, the SALT LIFE Marks and the distinctive script used in the SALT LIFE (stylized) Mark have become famous and hugely popular, particularly in the State of Florida, where Opposer originated, and numerous third parties have attempted to capitalize on the fame of the SALT LIFE Marks.

12. Notwithstanding Opposer's rights in and to its SALT LIFE Marks, on August 11, 2010, Applicant filed an application to register the mark SALT LIFE REALTY for commercial and residential real estate agency services.

13. Applicant's application for SALT LIFE REALTY was assigned Serial No. 85/105,093 and was published for opposition in the Official Gazette on February 1, 2011. A true and correct copy of a printout from the electronic database records of the Patent and Trademark Office showing the current status and title of this application is attached as Exhibit D.

14. Upon information and belief, Applicant filed Application Serial No. 85/105,093 with full knowledge of Opposer's rights in the SALT LIFE Marks for the purpose of trading on the goodwill and reputation of Opposer, capitalizing on the hundreds of thousands of dollars spent by Opposer in advertising and promoting the Salt Life Products and Services, and misleading the purchasing public into believing that Applicant and its services are legitimately connected with, sponsored by, or approved by Opposer.

15. The mark SALT LIFE REALTY, when used in connection with the services set forth in Application Serial No. 85/105,093, is confusingly similar to Opposer's SALT LIFE Marks, as set forth above and protected by Opposer's above-identified registrations.

16. Customers who utilize Applicant's commercial and residential real estate agency services under the SALT LIFE REALTY mark and Opposer's Salt Life Products and Salt Life Services under the SALT LIFE Marks are likely to be confused, mistaken or deceived as to the source of such products and services. Applicant's mark, in association with the services identified in Application Serial No. 85/105,093, is likely to cause confusion, mistake or deception when compared to Opposer's SALT LIFE Marks.

17. Applicant's SALT LIFE REALTY Mark and Opposer's SALT LIFE Marks are confusingly similar and have the same connotation and commercial impression.

18. Applicant's SALT LIFE REALTY Mark and Opposer's SALT LIFE Marks are highly similar in sound and appearance such that when used on Applicant's services and Opposer's products and services, there is a likelihood of confusion, mistake or deception.

19. If Applicant is permitted to use and register the mark SALT LIFE REALTY for the services specified in Application Serial No. 85/105,093, confusion in the trade resulting in damage and injury to Opposer will be caused and will result by reason of the similarity between Applicant's SALT LIFE REALTY mark and Opposer's SALT LIFE Marks.

20. Persons familiar with Opposer's SALT LIFE Marks are likely to confuse Applicant's SALT LIFE REALTY services as services promoted, offered, sold or sponsored by Opposer, and such confusion will cause harm to Opposer.

21. In addition to the harm identified in the preceding paragraphs, any defect, objection or fault found with Applicant's services marketed under the SALT LIFE REALTY mark would reflect badly upon and significantly injure the reputation which Opposer has established for its products.

22. Applicant's registration and use of the SALT LIFE REALTY mark will cause the diminution of the value of the goodwill represented by, and of the distinctiveness of, the famous SALT LIFE Marks and cause harm to Opposer.

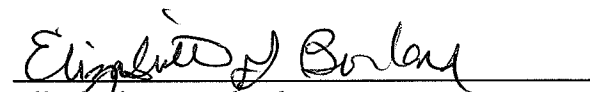
23. Applicant's registration and use of the SALT LIFE REALTY Mark will dilute the distinctive quality of Opposer's famous SALT LIFE Marks and cause harm to Opposer.

WHEREFORE, Opposer believes that it will be damaged by registration of Applicant's mark, and prays that registration be denied.

This 2nd day of February, 2011.

Respectfully submitted,

SMITH, GAMBRELL & RUSSELL, LLP


Elizabeth G. Borland
Promenade II, Suite 3100
1230 Peachtree St., N.E.
Atlanta, GA 30309
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Attorney for Opposer Salt Life Holdings,
LLC.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the Matter of Application Serial No. 85/105,093
Published: February 1, 2011

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v.)	Opposition No. _____
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Timothy J. Polovina, P.A.,)	
)	
Applicant.)	


Commissioner for Trademarks
Box TTAB FEE
P.O. Box 1451
Alexandria, Virginia 22313-1451

CERTIFICATE OF SERVICE

I, Elizabeth G. Borland, counsel for Opposer Salt Life Holdings, LLC, do hereby certify that the **NOTICE OF OPPOSITION** was served upon applicant by placing a copy of same in the U.S. mail, postage prepaid, addressed as follows:

Timothy J. Polovina, P.A.
6671 W. Indiantown Rd., Bldg 50-405
Jupiter, Florida 33458

This 2nd day of February, 2011.



Elizabeth G. Borland

EXHIBIT A

**United States Patent and Trademark Office**

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Typed Drawing

Word Mark SALT LIFE
Goods and Services IC 025. US 022 039. G & S: Clothing and apparel, namely, caps, shirts, T-shirts, underwear, socks, pants, sweaters, jackets, shoes, sandals, bathing suits, Bermuda shorts, walking shorts, wet suits, swim trunks, caps with visors, visors, fleece pullovers, sweat shirts, surf wear, briefs, boxer briefs, panties, wind resistant jackets. FIRST USE: 20031002. FIRST USE IN COMMERCE: 20031002
Mark Drawing Code (1) TYPED DRAWING
Serial Number 78296088
Filing Date September 4, 2003
Current Filing Basis 1A
Original Filing Basis 1B
Published for Opposition March 15, 2005
Registration Number 2959429
Registration Date June 7, 2005
Owner (REGISTRANT) SALT LIFE HOLDINGS, LLC LTD LIAB JT ST CO FLORIDA 13051 BEACH BLVD. JACKSONVILLE FLORIDA 32246

**Assignment
Recorded** ASSIGNMENT RECORDED
Type of Mark TRADEMARK
Register PRINCIPAL
**Live/Dead
Indicator** LIVE

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Serial Number: 78296088 Assignment Information Trademark Document Retrieval

Registration Number: 2959429

Mark (words only): SALT LIFE

Standard Character claim: No

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: 2005-06-07

Filing Date: 2003-09-04

Transformed into a National Application: No

Registration Date: 2005-06-07

Register: Principal

Law Office Assigned: LAW OFFICE 116

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 -Publication And Issue Section

Date In Location: 2005-06-07

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. SALT LIFE HOLDINGS, LLC

Address:

SALT LIFE HOLDINGS, LLC
13051 BEACH BLVD.
JACKSONVILLE, FL 32246
United States

Legal Entity Type: Limited Liability Joint Stock Company

State or Country Where Organized: Florida

GOODS AND/OR SERVICES

International Class: 025

Class Status: Active

Clothing and apparel, namely, caps, shirts, T-shirts, underwear, socks, pants, sweaters, jackets, shoes, sandals, bathing suits, Bermuda shorts, walking shorts, wet suits, swim trunks, caps with visors, visors, fleece pullovers, sweat shirts, surf wear, briefs, boxer briefs, panties, wind resistant jackets

Basis: 1(a)

First Use Date: 2003-10-02

First Use in Commerce Date: 2003-10-02

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2005-06-07 - Registered - Principal Register

2005-03-15 - Published for opposition

2005-02-23 - Notice of publication

2004-12-08 - Law Office Publication Review Completed

2004-12-08 - Assigned To LIE

2004-11-19 - Approved for Pub - Principal Register (Initial exam)

2004-11-19 - Amendment to Use approved

2004-11-19 - Amendment To Use Processing Complete

2004-10-19 - Use Amendment Filed

2004-11-17 - EXAMINERS AMENDMENT E-MAILED

2004-11-17 - Examiners Amendment -Written

2004-11-15 - Teas/Email Correspondence Entered

2004-11-03 - Communication received from applicant

2004-11-03 - TEAS Response to Office Action Received

2004-11-03 - NON-FINAL ACTION E-MAILED

2004-11-03 - Non-Final Action Written

2004-10-29 - TEAS Change Of Correspondence Received

2004-10-19 - TEAS Amendment of Use Received

2004-10-18 - Abandonment Notice Mailed - Failure To Respond

2004-11-01 - Previous Action Count Withdrawn

2004-10-15 - Petition To Revive-Granted

2004-10-15 - TEAS Petition To Revive Received

2004-03-17 - Non-final action e-mailed

2004-03-16 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Correspondent

MICHAEL T. HUTTO
LAW OFFICE 116
SALT LIFE, INC. 3904 LANDFALL LANE
JACKSONVILLE FL 32250
Phone Number: 904-219-8019
Fax Number: 9042493424

Domestic Representative

MICHAEL T. HUTTO
Phone Number: 9042198019
Fax Number: 9042493424

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SALT LIFE

Word Mark SALT LIFE
Goods and Services IC 016. US 002 005 022 023 029 037 038 050. G & S: STICKERS. FIRST USE: 20031002. FIRST USE IN COMMERCE: 20031002
Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 78419054
Filing Date May 14, 2004
Current Filing Basis 1A
Original Filing Basis 1B
Published for Opposition July 5, 2005
Registration Number 3001343
Registration Date September 27, 2005
Owner (REGISTRANT) SALT LIFE HOLDINGS, LLC LTD LIAB JT ST CO FLORIDA
13051 BEACH BLVD. JACKSONVILLE FLORIDA 32246
Assignment

Recorded ASSIGNMENT RECORDED
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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Serial Number: 78419054 Assignment Information Trademark Document
Retrieval

Registration Number: 3001343

Mark

SALT LIFE

(words only): SALT LIFE

Standard Character claim: Yes

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: 2005-09-27

Filing Date: 2004-05-14

Transformed into a National Application: No

Registration Date: 2005-09-27

Register: Principal

Law Office Assigned: LAW OFFICE 102

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 -Publication And Issue Section

Date In Location: 2005-09-27

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. SALT LIFE HOLDINGS, LLC

Address:

SALT LIFE HOLDINGS, LLC

13051 BEACH BLVD.

JACKSONVILLE, FL 32246

United States

Legal Entity Type: Limited Liability Joint Stock Company

State or Country Where Organized: Florida

GOODS AND/OR SERVICES

International Class: 016

Class Status: Active

STICKERS

Basis: 1(a)

First Use Date: 2003-10-02

First Use in Commerce Date: 2003-10-02

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2005-09-27 - Registered - Principal Register

2005-07-05 - Published for opposition

2005-06-15 - Notice of publication

2005-03-30 - Law Office Publication Review Completed

2005-03-28 - Assigned To LIE

2005-03-18 - Approved for Pub - Principal Register (Initial exam)

2005-03-18 - EXAMINERS AMENDMENT E-MAILED

2005-03-18 - Amendment to Use approved

2005-03-18 - Examiners Amendment -Written

2005-02-02 - Teas/Email Correspondence Entered

2005-01-11 - Communication received from applicant

2005-01-11 - TEAS Response to Office Action Received

2005-01-10 - TEAS Change Of Correspondence Received

2004-12-13 - Non-final action e-mailed

2004-12-13 - Non-Final Action Written

2004-12-13 - Assigned To Examiner

2004-11-02 - Unresponsive/Duplicate Paper Received

2004-11-02 - PAPER RECEIVED

2004-10-29 - TEAS Change Of Correspondence Received

2004-10-29 - Amendment From Applicant Entered

2004-10-19 - Unresponsive/Duplicate Paper Received

2004-10-27 - Amendment To Use Processing Complete

2004-10-19 - Use Amendment Filed

2004-10-19 - TEAS Amendment of Use Received

2004-10-14 - FAX RECEIVED

2004-05-21 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Correspondent

HUTTO MICHAEL T
3904 LANDFALL LANE
JACKSONVILLE FL 32250
Phone Number: 9042198019
Fax Number: 9042493424

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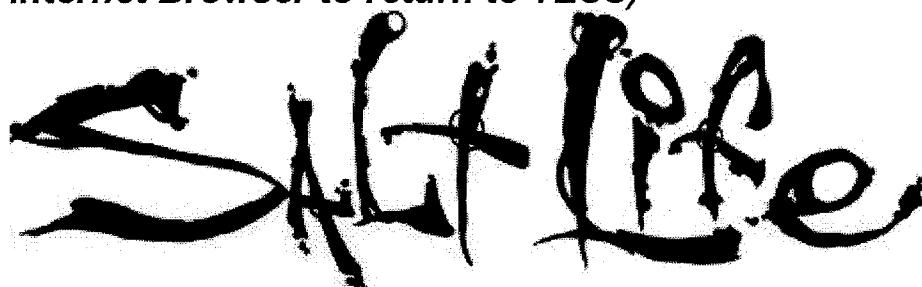
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Word Mark SALT LIFE

Goods and Services IC 016. US 002 005 022 023 029 037 038 050. G & S: Stickers. FIRST USE: 20031000. FIRST USE IN COMMERCE: 20031000

IC 025. US 022 039. G & S: Caps; Shirts; Surf wear. FIRST USE: 20031000. FIRST USE IN COMMERCE: 20031000

Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Trademark Search Facility

Classification Code SHAPES-MISC Miscellaneous shaped designs

Serial Number 77798829

Filing Date August 6, 2009

Current Filing Basis 1A

Original Filing Basis 1A
Published for Opposition January 5, 2010
Registration Number 3762960
Registration Date March 23, 2010
Owner (REGISTRANT) Salt Life Holdings LLC LIMITED LIABILITY COMPANY FLORIDA
Suite 300 13051 Beach Blvd. Jacksonville FLORIDA 32246
Attorney of Record Thomas C. Saitta
Prior Registrations 2959429;3001343
Description of Mark Color is not claimed as a feature of the mark. The mark consists of the words "SALT LIFE".
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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Serial Number: 77798829 Assignment Information Trademark Document Retrieval

Registration Number: 3762960

Mark



(words only): SALT LIFE

Standard Character claim: No

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: 2010-03-23

Filing Date: 2009-08-06

Filed as TEAS Plus Application: Yes

Currently TEAS Plus Application: Yes

Transformed into a National Application: No

Registration Date: 2010-03-23

Register: Principal

Law Office Assigned: LAW OFFICE 107

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 -Publication And Issue Section

Date In Location: 2010-03-23

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Salt Life Holdings LLC

Address:

Salt Life Holdings LLC
Suite 300 13051 Beach Blvd.
Jacksonville, FL 32246
United States

Legal Entity Type: Limited Liability Company

State or Country Where Organized: Florida

GOODS AND/OR SERVICES

International Class: 016

Class Status: Active

Stickers

Basis: 1(a)

First Use Date: 2003-10-00

First Use in Commerce Date: 2003-10-00

International Class: 025

Class Status: Active

Caps; Shirts; Surf wear

Basis: 1(a)

First Use Date: 2003-10-00

First Use in Commerce Date: 2003-10-00

ADDITIONAL INFORMATION

Color(s) Claimed: Color is not claimed as a feature of the mark.

Description of Mark: The mark consists of the words "SALT LIFE".

Prior Registration Number(s):

2959429

3001343

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2010-03-23 - Registered - Principal Register

2010-01-05 - Notice Of Publication E-Mailed

2010-01-05 - Published for opposition

2009-12-01 - Law Office Publication Review Completed

2009-12-01 - Assigned To LIE

2009-11-12 - Approved for Pub - Principal Register (Initial exam)

2009-11-10 - Assigned To Examiner

2009-08-10 - New Application Office Supplied Data Entered In Tram

2009-08-10 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Thomas C. Saitta

Correspondent

THOMAS C. SAITTA

ROGERS TOWERS, P.A.

1301 RIVERPLACE BLVD STE 1500
JACKSONVILLE, FL 32207-1811
Phone Number: 904-346-5518
Fax Number: 904-396-0663

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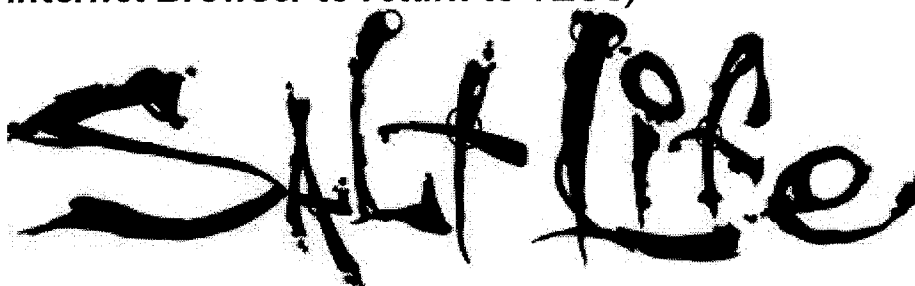
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Word Mark SALT LIFE

Goods and Services IC 014. US 002 027 028 050. G & S: Jewelry. FIRST USE: 20080000. FIRST USE IN COMMERCE: 20080000

Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Trademark Search Facility

SHAPES-MISC Miscellaneous shaped designs

Classification Code

Serial Number 77808006

Filing Date August 19, 2009

Current Filing Basis 1A

Original Filing Basis 1A

Published for Opposition January 5, 2010
Registration Number 3763170
Registration Date March 23, 2010
Owner (REGISTRANT) Salt Life Holdings LLC LIMITED LIABILITY COMPANY FLORIDA
13051 Beach blvd. Jacksonville FLORIDA 32246
Attorney of Record Thomas C. Saitta
Prior Registrations 2959429;3001343
Description of Mark Color is not claimed as a feature of the mark. The mark consists of the words "SALT LIFE".
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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Serial Number: 77808006 Assignment Information Trademark Document Retrieval

Registration Number: 3763170

Mark



(words only): SALT LIFE

Standard Character claim: No

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: 2010-03-23

Filing Date: 2009-08-19

Filed as TEAS Plus Application: Yes

Currently TEAS Plus Application: Yes

Transformed into a National Application: No

Registration Date: 2010-03-23

Register: Principal

Law Office Assigned: LAW OFFICE 107

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 -Publication And Issue Section

Date In Location: 2010-03-23

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Salt Life Holdings LLC

Address:

Salt Life Holdings LLC
13051 Beach blvd.
Jacksonville, FL 32246
United States

Legal Entity Type: Limited Liability Company

State or Country Where Organized: Florida

GOODS AND/OR SERVICES

International Class: 014

Class Status: Active

Jewelry

Basis: 1(a)

First Use Date: 2008-00-00

First Use in Commerce Date: 2008-00-00

ADDITIONAL INFORMATION

Color(s) Claimed: Color is not claimed as a feature of the mark.

Description of Mark: The mark consists of the words "SALT LIFE".

Prior Registration Number(s):

2959429

3001343

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2010-03-23 - Registered - Principal Register

2010-01-05 - Notice Of Publication E-Mailed

2010-01-05 - Published for opposition

2009-12-01 - Law Office Publication Review Completed

2009-12-01 - Assigned To LIE

2009-11-12 - Approved for Pub - Principal Register (Initial exam)

2009-11-10 - Assigned To Examiner

2009-08-24 - New Application Office Supplied Data Entered In Tram

2009-08-24 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Thomas C. Saitta

Correspondent

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1301 RIVERPLACE BLVD STE 1500
JACKSONVILLE, FL 32207-1811
Phone Number: 904-346-5518
Fax Number: 904-396-0663

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Word Mark SALT LIFE

Goods and Services IC 043. US 100 101. G & S: Restaurant and bar services. FIRST USE: 20100104. FIRST USE IN COMMERCE: 20100104

Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Trademark

Search

Facility SHAPES-MISC Miscellaneous shaped designs

Classification

Code

Serial Number 77798851

Filing Date August 6, 2009

Current Filing Basis 1A

Original Filing Basis 1B

Published for Opposition January 5, 2010
Registration Number 3808444
Registration Date June 22, 2010
Owner (REGISTRANT) Salt Life Holdings LLC LIMITED LIABILITY COMPANY FLORIDA
Suite 300 13051 Beach Blvd. Jacksonville FLORIDA 32246
Attorney of Record Thomas C. Saitta
Prior Registrations 2959429;3001343
Description of Mark Color is not claimed as a feature of the mark. The mark consists of the words "SALT LIFE".
Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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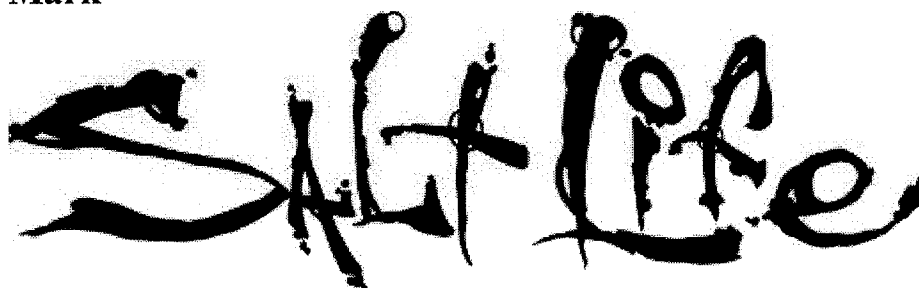
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Serial Number: 77798851 Assignment Information Trademark Document Retrieval

Registration Number: 3808444

Mark



(words only): SALT LIFE

Standard Character claim: No

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: 2010-06-22

Filing Date: 2009-08-06

Filed as TEAS Plus Application: Yes

Currently TEAS Plus Application: Yes

Transformed into a National Application: No

Registration Date: 2010-06-22

Register: Principal

Law Office Assigned: LAW OFFICE 107

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 -Publication And Issue Section

Date In Location: 2010-05-18

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Salt Life Holdings LLC

Address:

Salt Life Holdings LLC
Suite 300 13051 Beach Blvd.
Jacksonville, FL 32246
United States

Legal Entity Type: Limited Liability Company

State or Country Where Organized: Florida

GOODS AND/OR SERVICES

International Class: 043

Class Status: Active

Restaurant and bar services

Basis: 1(a)

First Use Date: 2010-01-04

First Use in Commerce Date: 2010-01-04

ADDITIONAL INFORMATION

Color(s) Claimed: Color is not claimed as a feature of the mark.

Description of Mark: The mark consists of the words "SALT LIFE".

Prior Registration Number(s):

2959429

3001343

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2010-06-22 - Registered - Principal Register

2010-05-19 - Notice Of Acceptance Of Statement Of Use E-Mailed

2010-05-18 - Law Office Registration Review Completed

2010-05-17 - Allowed for Registration - Principal Register (SOU accepted)

2010-04-26 - Statement Of Use Processing Complete

2010-04-06 - Use Amendment Filed

2010-04-22 - Case Assigned To Intent To Use Paralegal

2010-04-06 - TEAS Statement of Use Received

2010-03-30 - NOA Mailed - SOU Required From Applicant

2010-01-05 - Notice Of Publication E-Mailed

2010-01-05 - Published for opposition

2009-12-01 - Law Office Publication Review Completed

2009-12-01 - Assigned To LIE

2009-11-12 - Approved For Pub - Principal Register

2009-11-10 - Assigned To Examiner

2009-08-10 - New Application Office Supplied Data Entered In Tram

2009-08-10 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

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Correspondent

THOMAS C. SAITTA

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1301 RIVERPLACE BLVD STE 1500

JACKSONVILLE, FL 32207-1811

Phone Number: 904-346-5518

Fax Number: 904-396-0663

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Word Mark SALT LIFE FOOD SHACK
Goods and Services IC 043. US 100 101. G & S: Bar and restaurant services. FIRST USE: 20100104. FIRST USE IN COMMERCE: 20100104
Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code 06.03.03 - Ocean; Ripples (multiple waves); Waves, open sea (multiple waves)
Trademark Search Facility Classification Code BLDG-AND-SCEN A type of building or a type of scenery
INAN Inanimate objects such as lighting, clouds, footprints, atomic configurations, snowflakes, rainbows, flames
SHAPES-MISC Miscellaneous shaped designs
Serial Number 77918070
Filing Date January 22, 2010
Current Filing Basis 1A

Original Filing Basis 1A
Published for Opposition June 15, 2010
Registration Number 3840755
Registration Date August 31, 2010
Owner (REGISTRANT) Salt Life Holdings LLC LIMITED LIABILITY COMPANY FLORIDA
Suite 300 13051 Beach Blvd. Jacksonville FLORIDA 32246
Attorney of Record Thomas C. Saitta
Prior Registrations 2959429;3001343
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "FOOD SHACK" APART FROM THE MARK AS SHOWN
Description of Mark Color is not claimed as a feature of the mark. The mark consists of the words "SALT LIFE" above the words "FOOD SHACK", with a breaking ocean wave just to the left of the "S" of "SALT".
Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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Serial Number: 77918070 Assignment Information Trademark Document Retrieval

Registration Number: 3840755

Mark



(words only): SALT LIFE FOOD SHACK

Standard Character claim: No

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: 2010-08-31

Filing Date: 2010-01-22

Filed as TEAS Plus Application: Yes

Currently TEAS Plus Application: Yes

Transformed into a National Application: No

Registration Date: 2010-08-31

Register: Principal

Law Office Assigned: LAW OFFICE 113

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 -Publication And Issue Section

Date In Location: 2010-08-31

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Salt Life Holdings LLC

Address:

Salt Life Holdings LLC
Suite 300 13051 Beach Blvd.
Jacksonville, FL 32246
United States

Legal Entity Type: Limited Liability Company

State or Country Where Organized: Florida

GOODS AND/OR SERVICES

International Class: 043

Class Status: Active

Bar and restaurant services

Basis: 1(a)

First Use Date: 2010-01-04

First Use in Commerce Date: 2010-01-04

ADDITIONAL INFORMATION

Color(s) Claimed: Color is not claimed as a feature of the mark.

Disclaimer: "FOOD SHACK"

Description of Mark: The mark consists of the words "SALT LIFE" above the words "FOOD SHACK", with a breaking ocean wave just to the left of the "S" of "SALT".

Design Search Code(s):

06.03.03 - Ocean; Ripples (multiple waves); Waves, open sea (multiple waves)

Prior Registration Number(s):

2959429

3001343

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2010-08-31 - Registered - Principal Register

2010-06-15 - Notice Of Publication E-Mailed

2010-06-15 - Published for opposition

2010-05-07 - Law Office Publication Review Completed

2010-05-07 - Assigned To LIE

2010-04-27 - Approved for Pub - Principal Register (Initial exam)

2010-04-21 - Examiner's Amendment Entered

2010-04-21 - Notification Of Examiners Amendment E-Mailed

2010-04-21 - Examiners amendment e-mailed

2010-04-21 - Examiners Amendment -Written

2010-04-21 - Assigned To Examiner

2010-01-29 - Notice Of Design Search Code Mailed

2010-01-28 - New Application Office Supplied Data Entered In Tram

2010-01-26 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Thomas C. Saitta

Correspondent

THOMAS C. SAITTA

ROGERS TOWERS, P.A.

1301 RIVERPLACE BLVD STE 1500

JACKSONVILLE, FL 32207-1811

Phone Number: 904-346-5518

Fax Number: 904-396-0663

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SALT LIFE

Word Mark SALT LIFE
Goods and Services IC 014. US 002 027 028 050. G & S: Jewelry. FIRST USE: 20080000. FIRST USE IN COMMERCE: 20080000

IC 043. US 100 101. G & S: Restaurant and bar services. FIRST USE: 20100104. FIRST USE IN COMMERCE: 20100104

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 77979795

Filing Date May 7, 2009

Current Filing Basis 1A

Original Filing Basis 1B

Published for Opposition January 19, 2010

Registration Number 3843123

Registration Date August 31, 2010

Owner (REGISTRANT) Salt Life Holdings, LLC LIMITED LIABILITY COMPANY
FLORIDA Suite 300 13051 Beach Blvd. Jacksonville FLORIDA 32246
Attorney of Record Thomas C. Saitta
Prior Registrations 2959429;3001343
Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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**Serial Number: 77979795 Assignment Information Trademark Document
Retrieval**

Registration Number: 3843123

Mark

SALT LIFE

(words only): SALT LIFE

Standard Character claim: Yes

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: 2010-08-31

Filing Date: 2009-05-07

Filed as TEAS Plus Application: Yes

Currently TEAS Plus Application: Yes

Transformed into a National Application: No

Registration Date: 2010-08-31

Register: Principal

Law Office Assigned: LAW OFFICE 110

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 -Publication And Issue Section

Date In Location: 2010-07-28

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Salt Life Holdings, LLC

Address:

Salt Life Holdings, LLC
Suite 300 13051 Beach Blvd.
Jacksonville, FL 32246
United States

Legal Entity Type: Limited Liability Company

State or Country Where Organized: Florida

GOODS AND/OR SERVICES

International Class: 014

Class Status: Active

Jewelry

Basis: 1(a)

First Use Date: 2008-00-00

First Use in Commerce Date: 2008-00-00

International Class: 043

Class Status: Active

Restaurant and bar services

Basis: 1(a)

First Use Date: 2010-01-04

First Use in Commerce Date: 2010-01-04

ADDITIONAL INFORMATION

Prior Registration Number(s):

2959429

3001343

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2010-08-31 - Registered - Principal Register

2010-07-29 - Notice Of Acceptance Of Statement Of Use E-Mailed

2010-07-28 - Law Office Registration Review Completed

2010-07-25 - Allowed for Registration - Principal Register (SOU accepted)

2010-06-21 - Statement Of Use Processing Complete

2010-06-02 - Use Amendment Filed

2010-06-21 - Divisional processing completed

2010-06-02 - Divisional request received

2010-06-15 - Case Assigned To Intent To Use Paralegal

2010-06-02 - TEAS Request To Divide Received

2010-06-02 - TEAS Statement of Use Received

2010-04-13 - NOA Mailed - SOU Required From Applicant

2010-01-19 - Notice Of Publication E-Mailed

2010-01-19 - Published for opposition

2009-12-14 - Law Office Publication Review Completed

2009-12-11 - Approved For Pub - Principal Register

2009-12-11 - Teas/Email Correspondence Entered
2009-12-11 - Communication received from applicant
2009-12-10 - Assigned To LIE
2009-11-24 - TEAS Response To Suspension Inquiry Received
2009-08-03 - Notification Of Letter Of Suspension E-Mailed
2009-08-03 - Letter of suspension e-mailed
2009-08-03 - Suspension Letter Written
2009-08-03 - Assigned To Examiner
2009-05-11 - New Application Office Supplied Data Entered In Tram
2009-05-11 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Thomas C. Saitta

Correspondent

THOMAS C. SAITTA
ROGERS TOWERS, P.A.
1301 RIVERPLACE BLVD STE 1500
JACKSONVILLE, FL 32207-1811
Phone Number: 904-346-5518
Fax Number: 904-396-0663

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Products > Lifestyles > Surfing

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ACC - Pink Signature Sunglass Strap
\$6.95



ACC - Signature Black Bottle Koozie
\$5.95



ACC - Signature Black Can Koozie
\$4.95



ACC - Signature Green Bottle Koozie
\$5.95

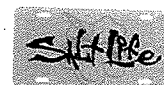
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SURFING
BEACH



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ACC - Signature Green Can Koozie
\$4.95



ACC - Signature Hibiscus License Plate
\$24.95



ACC - Signature Purple Bottle Koozie
\$5.95



ACC - Signature Purple Can Koozie
\$4.95



ACC - Signature Red Bottle Koozie
\$5.95



ACC - Signature Red Can Koozie
\$4.95



ACC - Signature Turquoise Bottle Koozie
\$5.95



ACC - Signature Turquoise Can Koozie
\$4.95



Black Sunglass Strap
\$6.95



DEC - Aluminum Hibiscus and Surfboards Decal
\$12.95 - \$22.95



DEC - Aluminum Signature Hibiscus Decal
\$12.95 - \$22.95



DEC - Black Hibiscus and Surfboards Decal
\$12.95



DEC - Black Signature Hibiscus Decal
\$12.95 - \$22.95



DEC - O.G. Black Decal
\$9.95 - \$12.95



DEC - O.G. Pink Decal
\$9.95 - \$12.95



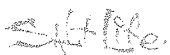
DEC - O.G. White Decal
\$9.95 - \$12.95



DEC - Pink Hibiscus and Surfboards Decal
\$12.95 - \$22.95



DEC - Pink Signature Hibiscus Decal
\$12.95 - \$22.95



DEC - Signature Aluminum Decal
\$9.95 - \$25.95



DEC - Signature and Shield Aluminum Decal
\$12.95



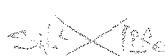
DEC - Signature and Shield Black Decal
\$12.95



DEC - Signature and Shield White Decal
\$12.95



DEC - Signature and Surfboards Black Decal
\$12.95 - \$22.95



DEC - Signature and Surfboards Silver Decal
\$12.95



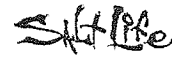
DEC - Signature and Surfboards White Decal
\$12.95 - \$22.95



DEC - Signature Black Decal
\$9.95 - \$25.95



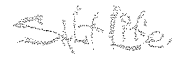
DEC - Signature Blue Decal
\$9.95 - \$25.95



DEC - Signature Pink Decal
\$9.95 - \$25.95



DEC - Signature White Decal
\$9.95 - \$25.95



DEC - Signature Yellow Decal
\$9.95 - \$25.95



DEC - Skull & Boards White
\$12.95



DEC - Teal Signature Hibiscus Decal
\$12.95 - \$22.95



DEC - White Signature Hibiscus Decal
\$12.95 - \$22.95

DEC - White Hibiscus and Surfboards Decal
\$12.95 - \$22.95



HW - Fitted Brown w/White Stitch Mesh Hat
\$25.00



HW - Fitted White w/Silver Stitch Mesh Hat
\$25.00



HW - Red Logo Signature Black Flex Fit Hat
\$24.95



HW - Signature Black Flex Fit Hat
\$24.95



HW - Signature Black Visor
\$19.95



HW - Signature Gray Flex Fit Hat
\$24.95



HW - Signature Navy Visor
\$19.95



HW - Signature Pink Standard Beanie
\$15.95



HW - Signature Reggae Black Flex Fit Hat
\$24.95



HW - Signature White Visor
\$19.95

HW - Signature White Flex Fit Hat
\$24.95



J L/S Lei Flower Scoop Neck Cream Shirt
\$33.95



Junior Signature Black Shirt w/Blue Boy Beater
\$19.95



Junior Signature Chocolate Shirt w/Pink Boy Beater
\$19.95



Junior Signature Pink Shirt w/White Boy Beater
\$19.95



Junior Tank Hibiscus Chocolate Shirt w/Pink Boy Beater
\$19.95



Kids S/S Hook Line and Sinker White T-Shirt
\$16.00



Kids S/S Marlin Yellow T-Shirt
\$16.00



Ladies White with Pink Visor
\$22.00



M L/S Triple Logo Black T-Shirt
\$24.95 - \$25.95



M S/S Black & Red White T-Shirt
\$18.00 - \$22.00



M S/S BLK T-2 BOARDS
\$20.00 - \$22.00



M S/S Garnet & Gold White T-Shirt
\$18.00 - \$22.00



M S/S Green & Orange White T-Shirt
\$18.00 - \$22.00



M S/S Orange & Blue White T-Shirt
\$18.00 - \$22.00



Men's S/S Signature Grey T-Shirt
\$20.00



S/S Junior Signature Black T-Shirt w/Blue
\$19.95



S/S Junior Signature Chocolate T-Shirt w/Pink
\$19.95



S/S Junior Signature Pink T-Shirt w/White
\$19.95



S/S Junior Signature White T-Shirt w/Pink
\$19.95



Signature Fancy Hook White Hat
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Products > Men's Stuff > Long Sleeve Men's Tees

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SHORT SLEEVE MEN'S TEES

LONG SLEEVE MEN'S TEES

PULLOVER HOODIES



L/S Black Shut Up & Reel Tee
 \$28.00 - \$30.00



L/S BOSS HOG NAVY TEE
 \$28.00 - \$30.00



L/S BOSS HOG WHITE TEE
 \$28.00 - \$30.00



L/S DEEP WRECK WHITE TEE
 \$28.00 - \$30.00



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L/S HOOK LINE & SINKER BLACK
 \$28.00 - \$30.00



L/S Light Blue Skull & Poles Tee
 \$28.00



L/S MARLIN BLACK T-SHIRT
 \$28.00



L/S Navy Fancy Sailfish Tee
 \$28.00 - \$30.00



L/S NAVY SAILFISH TEE
 \$28.00 - \$30.00



L/S NAVY WAHOO WITH BOAT TEE
 \$28.00 - \$30.00



L/S RED GROVE BLACK TEE
\$28.00 - \$30.00



L/S RED GROVE WHITE TEE
\$28.00 - \$30.00



L/S SNOOK STRIKE BLACK TEE
\$28.00 - \$30.00



L/S SNOOK STRIKE WHITE TEE
\$28.00 - \$30.00



L/S WAHOO W/ SKULLS BLACK TEE
\$28.00 - \$30.00



L/S White Martin Tee
\$28.00 - \$30.00



L/S White Shut Up & Reel Tee
\$28.00 - \$30.00



M L/S HOOK LINE & SINKER L/S
\$28.00 - \$32.00



M L/S Skull and Poles Black T-Shirt w/Pocket
\$27.95 - \$28.95



M L/S Skull and Poles White T-Shirt w/Pocket
\$27.95 - \$28.95



M L/S Triple Logo Black T-Shirt
\$24.95 - \$25.95



M L/S Yellowfin Tuna Navy T-Shirt w/Pocket
\$30.00 - \$34.00



M L/S Yellowfin Tuna White T-Shirt w/Pocket
\$30.00 - \$34.00



Men's L/S Wahoo Skull White T-Shirt
\$28.00

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Products > Men's Stuff > Short Sleeve Men's Tees

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SHORT SLEEVE MEN'S TEES
 LONG SLEEVE MEN'S TEES
 PULLOVER HOODIES



M S/S Black & Red White T-Shirt
 \$18.00 - \$22.00



M S/S BLK T-2 BOARDS
 \$20.00 - \$22.00



M S/S Dive Flag Black T-Shirt
 \$19.95 - \$20.95



M S/S Dive Flag White T-Shirt
 \$19.95 - \$20.95



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M S/S Garnet & Gold White T-Shirt
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M S/S Green & Orange White T-Shirt
 \$18.00 - \$22.00



M S/S Hook Line & Sinker White T-Shirt w/Pocket
 \$22.00 - \$26.00



M S/S Orange & Blue White T-Shirt
 \$18.00 - \$22.00



M S/S Reef Diver Black T-Shirt
 \$20.95 - \$21.95



M S/S Reef Diver White T-Shirt
 \$20.95 - \$21.95



M S/S Sailfish White T-shirt w/Pocket
\$20.95 - \$21.95



M S/S Shut Up N Reel White T-Shirt w/Pocket
\$20.95 - \$21.95



M S/S Skull & Poles Navy T-Shirt w/Pocket
\$22.00 - \$26.00



M S/S Skull and Poles Black T-Shirt w/Pocket
\$20.95 - \$21.95



M S/S Skull and Poles White T-Shirt w/Pocket
\$20.95 - \$23.95



M S/S Skull and Spearguns Black T-Shirt
\$19.95 - \$20.95



M S/S Wahoo White T-Shirt
\$20.95 - \$21.95



M S/S Yellowfin Tuna White T-Shirt w/ Pocket
\$22.00 - \$26.00



Men's S/S Deep Mahi Black T-Shirt
\$20.00



Men's S/S Signature Grey T-Shirt
\$20.00



Men's S/S Wahoo Skull on Denim T-Shirt
\$20.00



Men's S/S Yellowfin Tuna on Banana T-Shirt
\$20.00



Mens Short Sleeve Lime Martin T-Shirt



S/S BLACK & TEAL WHITE TEE

\$20.00 - \$21.00



S/S BLACK WAHOO WITH BOAT
\$20.00

\$20.00 - \$22.00



S/S BOSS HOG NAVY TEE
\$20.00 - \$22.00



S/S CIRCLE HOOKED TARPON LIME TEE
\$20.00



S/S CRIMSON & GRAY Signature Tee
\$20.00



S/S DEEP MAHI WHITE
\$20.00



S/S DEEP MAHI YELLOW TEE
\$20.00



S/S FANCY SAILFISH NAVY TEE
\$20.00 - \$22.00



S/S FANCY SAILFISH ROYAL BLUE TEE
\$20.00



S/S Garnet & Gold Bosshog T-Shirt
\$20.00



S/S GARNET & GOLD BOSSHOG T-SHIRT
\$20.00



S/S Garnet & Gold Skull & Poles Garnet Tee
\$20.00



S/S MARLIN YELLOW TEE
\$20.00



S/S Orange & Blue Bosshog Orange Tee
\$20.00



S/S Orange & Blue Bosshog Blue Tee
\$20.00



S/S ORANGE & BLUE SKULL & POLES ORANGE TEE
\$20.00



S/S PURPLE & GOLD SIGNATURE TEE
\$20.00



S/S SHUT UP N REEL NAVY TEE
\$20.00



S/S SKULL & POLES WHT GARNET & GOLD
\$20.00



S/S WAHOO W/ BOAT YELLOW
\$20.00

S/S Orange & Blue Boss Hog White T-Shirt
\$20.00



S/S Orange & Blue Skull & Poles Blue Tee
\$20.00



S/S ORANGE & BLUE SKULL & POLES WHITE TEE
\$20.00



S/S SHUT UP & REEL BLACK TEE
\$20.00



S/S SKULL & POLES LT. BLUE TEE
\$20.00



S/S Skull and Poles Lime tee
\$20.00



S/S YELLOWFIN TUNA BLACK TEE
\$20.00 - \$22.00



Short Sleeve Charcoal Redgrove T-Shirt
\$20.00



Short Sleeve Hogfish Lobster T-Shirt
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Short Sleeve Hooked Tarpon T-Shirt
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by Guy Beard[SEE IT NOW](#)**Salt Life Jewelry Collection****Necklaces & Pendants****Dog Tags & Key Rings****Earrings****Bracelets**

Handcrafted jewelry in the Salt Life Collection reflects the beauty and durability that's been associated with Guy Beard designer pieces for decades. If you're addicted to action, browse this online collection for the custom-made gold, silver and stainless steel nautical jewelry designed to go with you rather than stay at home. Salt Life Dog Tags are striking adornments and each has been laser-etched utilizing the latest CAD technologies. Check out the full line of Salt Life's designer jewelry including our collections listed below:

Salt Life Designer Jewelry
Laser Engraved Pendants
Salt Life Dog Tags & Key Rings
Nautical Earrings & Necklaces

Our patented "gold memory" tempering techniques go into every Salt Life gold cable bracelet to retain the shape and beauty after years of blue water fishing, diving, sailing, biking or surfing. Salt Life's commitment to protecting the natural environment on land and at sea is reflected in the "Sea Turtle Jewelry" line of silver & stainless earrings, pendants and key chains. When you're living the Salt Life on land or at sea, your handcrafted designer gold, silver, stainless or nouveau braid jewelry can always go where you go.

If you're looking for a distinctive piece of jewelry to live your life with you, check out our Guy Beard Custom Collections, Team Colors NVB Collection and M-CLIP® Money Clips selections for other Salt Life Logo products.

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Ladies Signature & Hibiscus Blue Drawstring Backpack
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KEY CHAIN

BEACH TOWELS

MEN'S WALLET

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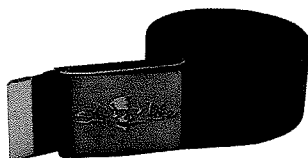
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Products > Accessories > Belts

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Men's Signature & Skull Engraved Woven Belt One Size(Adjustable)
\$8.00

Page: 1

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KEY CHAIN

BEACH TOWELS

MEN'S WALLET

COASTER SET

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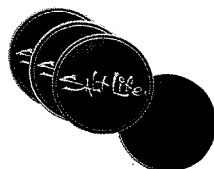
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Products > Accessories > Coaster Set

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Black Signature Coaster Set
\$17.00

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Products > Accessories > License Plates

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ACC- Signature and Skull Dive Flag License Plate
 \$24.95



ACC- Signature Hibiscus License Plate
 \$24.95



ACC- Signature Palm Tree License Plate
 \$24.95



ACC- Signature Skull and Poles License Plate
 \$24.95



ACC- Signature Turtle License Plate
 \$24.95

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Word Mark SALT LIFE
Goods and Services IC 025. US 022 039. G & S: Men's, women's, children's, toddler's and infant's clothing; clothing and apparel, namely, caps, shirts, T-shirts, underwear, socks, pants, sweaters, jackets, shoes, sandals, flip flops, beach shoes, boots, bathing suits, Bermuda shorts, walking shorts, wet suits, swim trunks, caps with visors, visors, fleece pullovers, sweat shirts, surf wear, briefs, boxer briefs, panties, wind resistant jackets

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 01.15.13 - Ripple (single wave); Waves, single

Serial Number 85195561

Filing Date December 10, 2010

Current Filing Basis 1B

Original Filing Basis 1B

Owner (APPLICANT) Salt Life Holdings, LLC LIMITED LIABILITY COMPANY FLORIDA
Suite 300 13051 Beach Boulevard Jacksonville FLORIDA 32246

Attorney of Record Katharine F. Rowe

Prior Registrations 2843123;3001343;3763170;AND OTHERS

Description of Mark Color is not claimed as a feature of the mark. The mark consists of the stylized words Salt Life with the crest of a wave appearing below the words.

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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SALT LIFE

Word Mark	SALT LIFE
Goods and Services	IC 028. US 022 023 038 050. G & S: Children's, infant's and toddler's toys, games and playthings; Waterproof bags; Dive bags; Diving equipment bags; Fishing equipment bags; Insulated fish storage bags; Pole spears; Spear guns; Scuba fins; Dive fins; Swim fins
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85182590
Filing Date	November 22, 2010
Current Filing Basis	1B
Original Filing Basis	1B
Owner	(APPLICANT) Salt Life Holdings, LLC LIMITED LIABILITY COMPANY FLORIDA

Suite 300 13051 Beach Boulevard Jacksonville FLORIDA 32246

Attorney of Record Katharine F. Rowe

Prior Registrations 2843123;3001343;3763170;AND OTHERS

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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SALT LIFE

Word Mark	SALT LIFE
Goods and Services	IC 024. US 042 050. G & S: Banners and flags of textile; Bathroom, bedroom and kitchen linens and towels; Beach towels; Blankets; Cloth banners; Fabrics for textile use; Furnishing and upholstery fabrics; Sheets and pillowcases; Table linen, namely, table cloths, coasters, placemats and napkins; Tablecloths, not of paper; Towels
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85182445
Filing Date	November 22, 2010
Current Filing Basis	1B
Original Filing Basis	1B

Owner (APPLICANT) Salt Life Holdings, LLC LIMITED LIABILITY COMPANY FLORIDA
Suite 300 13051 Beach Boulevard Jacksonville FLORIDA 32246

Attorney of Record Katharine F. Rowe

Prior Registrations 2843123;3001343;3763170;AND OTHERS

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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TARR Status	ASSIGN Status	TDR	TTAB Status
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SALT LIFE

Word Mark	SALT LIFE
Goods and Services	IC 020. US 002 013 022 025 032 050. G & S: Plastic license plates; Furniture; Beach Chairs; Picture Frames; Plastic Banners; Vinyl Banners; Sleeping bags
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85182312
Filing Date	November 22, 2010
Current Filing Basis	1B
Original Filing Basis	1B
Owner	(APPLICANT) Salt Life Holdings, LLC LIMITED LIABILITY COMPANY FLORIDA Suite 300 13051 Beach Boulevard Jacksonville FLORIDA 32246
Attorney of Record	Katharine F. Rowe

Prior Registrations 2843123;3001343;3763170;AND OTHERS

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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SALT LIFE

Word Mark	SALT LIFE
Goods and Services	IC 018. US 001 002 003 022 041. G & S: Beach umbrellas; Dog apparel; Dog jewelry and accessories; Dog collars; Dog leashes; Duffel bags; Umbrellas; Handbags, purses and wallets; Luggage; Luggage tags
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85182209
Filing Date	November 22, 2010
Current Filing Basis	1B
Original Filing Basis	1B
Owner	(APPLICANT) Salt Life Holdings, LLC LIMITED LIABILITY COMPANY FLORIDA Suite 300 13051 Beach Boulevard Jacksonville FLORIDA 32246

Attorney of Record Katharine F. Rowe
Prior Registrations 2843123;3001343;3763170;AND OTHERS
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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SALT LIFE

Word Mark	SALT LIFE
Goods and Services	IC 016. US 002 005 022 023 029 037 038 050. G & S: Decals; Coin holders; Money clips; Paper banners; Paper napkins; Paper table cloths; Paper coasters; Posters; Calendars; Stationery; Magazines in the field of sports and outdoor life
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85182068
Filing Date	November 22, 2010
Current Filing Basis	1B
Original Filing Basis	1B
Owner	(APPLICANT) Salt Life Holdings, LLC LIMITED LIABILITY COMPANY FLORIDA Suite 300 13051 Beach Boulevard Jacksonville FLORIDA 32246

Attorney of Record Katharine F. Rowe
Prior Registrations 2843123;3001343;3763170;AND OTHERS
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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SALT LIFE

Word Mark	SALT LIFE
Goods and Services	IC 012. US 019 021 023 031 035 044. G & S: License plate frames; license plate holders; diving underwater vehicles; bicycle trailers; carts for use in transporting sports equipment; cup holders
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85182030
Filing Date	November 22, 2010
Current Filing Basis	1B
Original Filing Basis	1B
Owner	(APPLICANT) Salt Life Holdings, LLC LIMITED LIABILITY COMPANY FLORIDA Suite 300 13051 Beach Boulevard Jacksonville FLORIDA 32246

Attorney of Record Katharine F. Rowe
Prior Registrations 2843123;3001343;3763170;AND OTHERS
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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SALT LIFE

Word Mark SALT LIFE
Goods and Services IC 009. US 021 023 026 036 038. G & S: Sunglasses; eyewear; chains, cords and cases for sunglasses and eyeglasses; electronic navigational and positioning apparatus and instruments; diving instruments, namely, depth gauges and air gauges; fishing instruments, namely, depth finders, fish finders, electronic maps and sonar chart plotters; diving gloves; diving suits; diving shoes; diving booties

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 85181902

Filing Date November 21, 2010

Current Filing Basis 1B

Original Filing Basis 1B

Owner (APPLICANT) Salt Life Holdings, LLC LIMITED LIABILITY COMPANY FLORIDA
Suite 300 13051 Beach Boulevard Jacksonville FLORIDA 32246

Attorney of Record Katharine F. Rowe

Prior Registrations 2843123;3001343;3763170;AND OTHERS

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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SALT LIFE

Word Mark	SALT LIFE
Goods and Services	IC 006. US 002 012 013 014 023 025 050. G & S: Metal dog tags; Metal license plates
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85181901
Filing Date	November 21, 2010
Current Filing Basis	1B
Original Filing Basis	1B
Owner	(APPLICANT) Salt Life Holdings, LLC LIMITED LIABILITY COMPANY FLORIDA Suite 300 13051 Beach Boulevard Jacksonville FLORIDA 32246
Attorney of Record	Katharine F. Rowe
Prior Registrations	2843123;3001343;3763170;AND OTHERS
Type of Mark	TRADEMARK

Register **PRINCIPAL**
Live/Dead Indicator **LIVE**

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SALT LIFE

Word Mark	SALT LIFE
Goods and Services	IC 014. US 002 027 028 050. G & S: Jewelry Boxes; Jewelry Holders; Watches; Clocks; Coins; Cuff Links; Tie Bars; Tie Tacks; Tuxedo Studs; Key Rings; Key Holders
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85176912
Filing Date	November 15, 2010
Current Filing Basis	1B
Original Filing Basis	1B
Owner	(APPLICANT) Salt Life Holdings, LLC LIMITED LIABILITY COMPANY FLORIDA Suite 300 13051 Beach Boulevard Jacksonville FLORIDA 32246

Attorney of Record Katharine F. Rowe
Prior Registrations 2843123;3001343;3763170;AND OTHERS
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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SALT LIFE

**Word Mark
Goods and
Services**

SALT LIFE

IC 003. US 001 004 006 050 051 052. G & S: Colognes, perfumes and cosmetics; Soaps for personal use; Sun tan lotion

IC 016. US 002 005 022 023 029 037 038 050. G & S: Photograph albums

IC 018. US 001 002 003 022 041. G & S: All-purpose carrying bags; Backpacks; Beach bags

IC 021. US 002 013 023 029 030 033 040 050. G & S: Cups and mugs; Drinking glasses

IC 026. US 037 039 040 042 050. G & S: Buttons; Embroidery for garments

IC 028. US 022 023 038 050. G & S: Action skill games; Bags especially designed for surfboards; Body boards; Fishing lures; Fishing reels; Fishing rods; Fishing tackle boxes; Skim boards; Sportsman's fishing bags; Surfboard leashes; Surfboards

IC 032. US 045 046 048. G & S: Energy drinks; Fruit drinks and juices

IC 041. US 100 101 107. G & S: Entertainment in the nature of roller skating competitions; Entertainment in the nature of fishing, surfing and skating tournaments; Organization of sport fishing competitions; Production of DVDs, videotapes and television programs featuring beach activities

**Standard
Characters
Claimed**

**Mark Drawing
Code**

(4) STANDARD CHARACTER MARK

Serial Number

77731891

Filing Date

May 7, 2009

**Current Filing
Basis**

1B

**Original Filing
Basis**

1B

**Published for
Opposition**

January 19, 2010

Owner

(APPLICANT) Salt Life Holdings, LLC LIMITED LIABILITY COMPANY FLORIDA
Suite 300 13051 Beach Blvd. Jacksonville FLORIDA 32246

**Attorney of
Record**

Thomas C. Saitta

**Prior
Registrations**

2959429;3001343

Type of Mark

TRADEMARK. SERVICE MARK

Register

PRINCIPAL

**Live/Dead
Indicator**

LIVE

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SALT LIFE REALTY

Word Mark	SALT LIFE REALTY
Goods and Services	IC 036. US 100 101 102. G & S: Commercial and residential real estate agency services. FIRST USE: 20100801. FIRST USE IN COMMERCE: 20100801
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85105093
Filing Date	August 11, 2010
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	February 1, 2011
Owner	(APPLICANT) Timothy J. Polovina, P.A. CORPORATION FLORIDA 6671 W. Indiantown Rd Bldg 50-405 Jupiter FLORIDA 33458
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "REALTY" APART FROM THE MARK AS SHOWN

Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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Registration Number: (NOT AVAILABLE)

Mark

SALT LIFE REALTY

(words only): SALT LIFE REALTY

Standard Character claim: Yes

Current Status: Application has been published for opposition. The opposition period begins on the date of publication.

Date of Status: 2011-02-01

Filing Date: 2010-08-11

Filed as TEAS Plus Application: Yes

Currently TEAS Plus Application: Yes

The Information will be/was published in the Official Gazette on 2011-02-01

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 104

Attorney Assigned:
RIRIE VERNA BETH

Current Location: 650 -Publication And Issue Section

Date In Location: 2010-12-29

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Timothy J. Polovina, P.A.

Address:

Timothy J. Polovina, P.A.
6671 W. Indiantown Rd Bldg 50-405
Jupiter, FL 33458
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Florida

Phone Number: 561-348-0087

Fax Number: 561-743-0162

GOODS AND/OR SERVICES

International Class: 036

Class Status: Active

Commercial and residential real estate agency services

Basis: 1(a)

First Use Date: 2010-08-01

First Use in Commerce Date: 2010-08-01

ADDITIONAL INFORMATION

Disclaimer: "REALTY"

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2011-02-01 - Notice Of Publication E-Mailed

2011-02-01 - Published for opposition

2010-12-29 - Law Office Publication Review Completed

2010-12-29 - Assigned To LIE

2010-12-06 - Approved for Pub - Principal Register (Initial exam)

2010-12-06 - Teas/Email Correspondence Entered

2010-12-05 - Communication received from applicant

2010-12-05 - TEAS Response to Office Action Received

2010-12-04 - Notification Of Non-Final Action E-Mailed

2010-12-04 - Non-final action e-mailed

2010-12-04 - Non-Final Action Written

2010-11-29 - Assigned To Examiner

2010-08-16 - New Application Office Supplied Data Entered In Tram

2010-08-14 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Correspondent

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